

Questionnaire Management Guidelines

Goals:

- One consolidated document to track all model and CQ changes throughout the life of the project
- Questionnaire always matches the live survey
- Easy and error-free way to submit CQ changes
- All changes tracked and reflected in one document (DOT will help)

Questionnaire Resources:

- 1 [Questionnaire Design and Approval Process](#)
- 2 [Question Grouping Rules](#)
- 3 [OPS vs. Skip Logic Decision for "Other, Please Specify"](#)
- 4 [Foreign Language Survey Instructions](#)

Model Instance Name:

USITC v3

MID:

0

Date: Fill In Date



Welcome and Thank You Text

Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome and Thank you text shown in the boxes below. Please read comments before using any of the text.

Welcome Text

Thank you for visiting www.usitc.gov . You have been randomly selected to take part in this survey that is being conducted by ForeSee Results on behalf of United States International Trade Commission. Please take a minute or two to give us your opinions. The feedback you provide will help United States International Trade Commission enhance its site and serve you better in the future. All results are strictly confidential.

bharati.hulbanni:
if STORES MEASURE:
do NOT use any
welcome text.

DEFAULT Thank You Text

~~"Thank you for taking our survey — and for helping us serve you better. — We appreciate your input!"~~ Thank you for your time in completing this survey. Your input is very valuable and will be taken into consideration.

bharati.hulbanni:
TY text can be used for
all measure types (call
center, web, stores,
mobile etc.)

ALTERNATE WEB Thank You Text

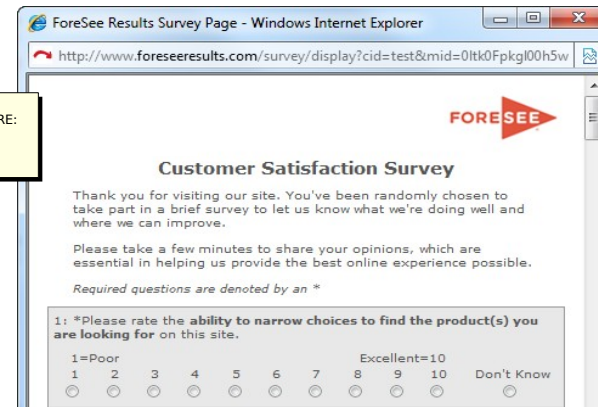
Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.

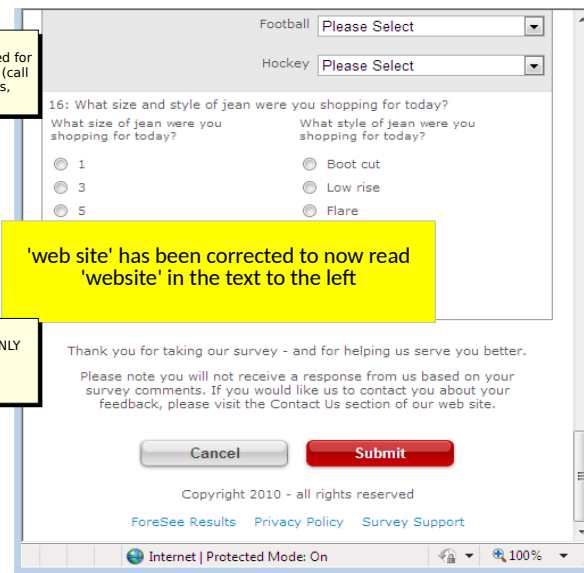
bharati.hulbanni:
Use this TY text ONLY
for WEB

Examples

Welcome Text Example



Thank You Text Example



'web site' has been corrected to now read 'website' in the text to the left

Model Instance Name:
 USITC v3
 MID: 0YoVcwid59sUpZVB8RFsiQ4C
 Partitioned (Y/N)? YES - 2MQ
 FPI Included(Y/N)? NO
 Date: 9/25/2015



USITC v3

Model questions utilize the ACSI methodology to determine scores and impacts

Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
1 Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site.	16 Satisfaction - Overall	Satisfaction What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	19 Return	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site in the next 60 days?
2 Look and Feel - Balance	Please rate the balance of graphics and text on this site.	17 Satisfaction - Expectations	How well does this site meet your expectations ? (1= Falls Short, 10=Exceeds)	20 Recommend	Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this site to someone else?
3 Look and Feel - Readability	Please rate the readability of the pages on this site.	18 Satisfaction - Ideal	How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	21 Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as your primary resource for obtaining information from this organization ?
Site Performance (1=Poor, 10=Excellent, Don't Know)					
4 Site Performance - Loading	Please rate how quickly pages load on this site.				
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
6 Site Performance - Completeness	Please rate how completely the page content loads on this site.				
Navigation (1=Poor, 10=Excellent, Don't Know)					
7 Navigation - Organized	Please rate how well this site is organized .				
8 Navigation - Options	Please rate the options available for navigating this site.				
9 Navigation - Layout	Please rate how well the site layout helps you find what you need .				
Information Browsing (1=Poor, 10=Excellent, Don't Know)					
10 Information Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this site.				
11 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
12 Information Browsing - Features	Please rate how well the features on the site help you find the information you need .				
Site Information (1=Poor, 10=Excellent, Don't Know)					
13 Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.				
14 Site Information - Understandable	Please rate how understandable this site's information is.				
15 Site Information - Answers	Please rate how well the site's information provides answers to your questions .				

	A	B	C	D	F	G	H	J	K	L
1	Model Instance Name:									
2	USITC v3				i					
3	MID: 0YoVcwid59sUpZVB8RFsIQ4C				Red & Strike-Through: Delete					
4	Date: JAN 29, 2021				<u>Pink:</u> Addition					
5					<u>Blue:</u> Reword					
6	USITC v3 CUSTOM QUESTION LIST									
7	QID	QUESTION META TAG	Skip From	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
8	PAT0462005			Which of the USITC web services/sites did you visit today?	USITC.gov		Radio button, one-up vertical	Y		Service visited
9					DataWeb					
10					EDIS					
11					HTS Search					
12					Import Monitoring Tool					
13					MTBPS					
14					Sunset Review Database					
15					337Info					
16	KMJ6212Q001			How frequently do you visit this service/site?	First time		Radio button, one-up vertical	Y		Visit Frequency
17					Every 6 months or less					
18					About once a month					
19					About once a week					
20					Daily					
21					More than once a day					
22	KMJ6212Q002	Role		Which of the following best describes your role?	U.S. Government		Radio button, two-up vertical	Y	Skip Logic Group*	Role
23					Foreign Government					
24					Law Firm					
25					Academic Researcher					
26					Importer/Exporter/Customs Broker					

	A	B	C	D	F	G	H	J	K	L
1	Model Instance Name:									
2	USITC v3				Legend:					
3	MID: 0YoVcwlD59sUpZVB8RFsIQ4C				RED is new to add					
4	Date: JAN 29, 2021				PINK background w/ strikethrough to remove					
5										
6	USITC v3 CUSTOM QUESTION LIST									
7	QID	QUESTION META TAG	Skip From	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
8				Which of the USITC web services/sites did you visit today?	USITC.gov		Radio button, one-up vertical	Y		Service visited
9					DataWeb					
10					EDIS					
11					HTS Search					
12					Import Monitoring Tool					
13					MTBPS					
14					Sunset Review Database					
15					337Info					
16	KMJ6212Q001			How frequently do you visit this service/site?	First time		Radio button, one-up vertical	Y		Visit Frequency
17					Every 6 months or less					
18					About once a month					
19					About once a week					
20					Daily					
21					More than once a day					
22	SZA0373047			Is the new site visually pleasing?	Yes		Radio button, one-up vertical	Y		Visually pleasing
23					No					
24					No opinion					
25	SZA0373048			Does the new site make it easy to find the information you want?	Yes		Radio button, one-up vertical	Y		Easy to find
26					No					
27					No opinion					
28	SZA0373049			Is the new site an improvement over the previous one?	Yes	A	Radio button, one-up vertical	Y	Skip Logic Group*	Improvement
29					No	B				
30					No opinion					
31	SZA0373050		A	What aspects of the new site are improvements over the previous?			Text area, no char limit	N	Skip Logic Group*	GE_Improvements
32	SZA0373051		B	Why do you think the new site is NOT an improvement over the previous site?			Text area, no char limit	N	Skip Logic Group*	GE_Not Improvements
33	KMJ6212Q002	Role		Which of the following best describes your role?	U.S. Government		Radio button, two-up vertical	Y	Skip Logic Group*	Role
34					Foreign Government					
35					Law Firm					
36					Academic Researcher					
37					Importer/Exporter/Customs Broker					

	A	B	C	D	F	G	H	J	K	L
1	Model Instance Name:				red & strike-through: DELETE					
2	USITC v3				underlined & italicized: RE-ORDER					
3	MID: 0YoVcwid59sUpZVB8RFsIQ4C				pink: ADDITION					
4	Date:				blue + -->: REWORDING					
5										
6	USITC v3 CUSTOM QUESTION LIST									
7	QID	QUESTION META TAG	Skip From	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
8	KMJ6212Q001			How frequently do you visit this site?	First time		Radio button, one-up vertical	Y		Visit Frequency
9					Every 6 months or less					
10					About once a month					
11					About once a week					
12					Daily					
13					More than once a day					
14				Is the new site visually pleasing?	Yes		Radio button, one-up vertical	Y		Visually pleasing
15					No					
16					No opinion					
17				Does the new site make it easy to find the information you want?	Yes		Radio button, one-up vertical	Y		Easy to find
18					No					
19					No opinion					
20				Is the new site an improvement over the previous one?	Yes	A	Radio button, one-up vertical	Y	Skip Logic Group*	Improvement
21					No	B				
22					No opinion					
23			A	What aspects of the new site are improvements over the previous?			Text area, no char limit	N	Skip Logic Group*	OE_Improvements
24			B	Why do you think the new site is NOT an improvement over the previous site?			Text area, no char limit	N	Skip Logic Group*	OE_Not Improvements
25	KMJ6212Q002	Role		Which of the following best describes your role?	U.S. Government		Radio button, two-up vertical	Y	Skip Logic Group*	Role
26					Foreign Government					
27					Law Firm					
28					Academic Researcher					
29					Importer					
30					Exporter					
31					Customs Broker					
32					Importer/Exporter/Customs Broker					

Model Instance Name:

USITC v3

MID:

Date: 8.19.14

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

USITC v3 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Special Instructions	CQ Label
LNH4003		How frequently do you visit this site?	First time Every 6 months or less About once a month About once a week Daily More than once a day		Drop down, select one	Single		Visit Frequency
LNH4004		Which of the following best describes your role?	U.S. Government Foreign Government Law Firm Academic Researcher Importer		Radio button, two-up vertical	Single	Y	Role

bharati.hulb
 anni:
 Hide (DO
 NOT
 DELETE) this
 column
 before
 sending to a
 client.

Model Instance Name:

USITC v3

MID:

Date: 8.19.14

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

USITC v3 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Special Instructions	CQ Label
LNH4003		How frequently do you visit this site?	First time Every 6 months or less About once a month About once a week Daily More than once a day		Drop down, select one	Single		Visit Frequency
LNH4004		Which of the following best describes your role?	U.S. Government Foreign Government Law Firm Academic Researcher Importer		Radio button, two-up vertical	Single	Y	Role

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 column
 before
 sending to a
 client.

Model Instance Name:

USITC v3

MID:

Date: 8.14.14

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + --> REWORDING

USITC v3 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Special Instructions	CQ Label
LNH4003		How frequently do you visit this site?	First time <i>Every 6 months or less</i> <i>About once a month</i> <i>About once a week</i> <i>Daily</i> <i>More than once a day</i>		Drop down, select one	Single		Visit Frequency
LNH4004		Which of the following best describes your role?	U.S. Government Foreign Government Law Firm Academic Researcher Importer		Radio button, two-up vertical	Single	Y	Skip Logic Group* Role

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Model Instance Name:
 Fill-in Measure Name
 MID:
 Date: 11/1/2011

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underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + ->: REWORDING



Fill-in Measure Name CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
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RECOMMEND QUESTION

		How likely are you to recommend <ABC Company> to someone else?	1=Very Unlikely 2 3 4 5 6 7 8 9 10=Very Likely		Radio button, scale, no don't know	Single	Y		WordofMouthIndex- Recommend
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Please use the following guidelines:
 - DO NOT MODIFY THE WORDING of the QUESTION OR ANSWER CHOICES EXCEPT FOR COMPANY NAME
 - DO NOT change the CQ LABELS

DISCOURAGE Q

		How likely are you to discourage others from doing business with <ABC Company>?	1=Very Unlikely 2 3 4 5 6 7 8 9 10=Very Likely						
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Contact Drew Bennett when adding this question to your clients survey. The following information is needed:
 Client Name
 Measure Name
 MID
 Question Live Date